Your Money Back If You Want It. See Editorial Page, First Column.

# New York



Tribune

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Full report on Page

First to Last-the Truth: News - Editorials - Advertisements

FRIDAY, FEBRUARY 19, 1915.

# Vol. LXXIV .... No. 24,982. It's Trade Timidity

They Like To Be Honest, They Claim, but Dr. Carl Fulda, of 1179 Bushwick Customers Just Insist on Those False Foreign Labels.

By SAMUEL HOPKINS ADAMS.

What's the matter with the hatter?

What's the matter with the hatter?

Apparently the matter is that he would like to be honest, but doesn't great the dare. He's afraid of you, gentle and general reader. Somehow he has got firmly fixed inside his own hat the conviction that you insist on having a fake label inside yours.

at the doctors and nurses and asked Dr. Fulda how soon the treatment would be over. For reply, the twins, a boy and girl, were placed heside her. The father, William Ewald, is a prominent resident of Flatbush.

that you insist on having a fake label inside yours. Much as he would like, therefore, to revise his geography and cease selling Budapest velours imported MOTHER CRUSHED from Newark, N. J., and British derbies smuggled across the Harlem from Danbury, Conn., he can't quite bring himself to it because he fears to lose your custom. Uncomplimentary is a mild term for the fake label-

public-are either a fool or a knave, or both; that you Tries in Vain to Save Baby fashion because he is the last of the cling to the knavery of going about under false colors, and to the foolishness of pretending that your American hat is imported, when this country makes better hats, in most grades, than Europe! If a restaurant keeper were to chop up his venison and sell it as corned beef hash we should say that he was-well, mad as a hatter. (Is it possible, by the way, that the mislabelling custom of the trade is ancient enough to throw light upon the origin of that obscure phrase?) Well, the label trickery of the local

Credit Mr. B. H. Kaufman of the Kaufman Hat Stores with a step also hurt and was taken to Knickerforward toward honest labelling; a somewhat hesitant advance, by no bocker Hospital with them. means a leap for a new standard, but still progress.

headgear business is about on a par with venison masquerading as corned

"It should be understood," writes Mr. Kaufman to The Tribune: "that my clerks are instructed not to sell American made hats as 'imported'-the foreign label appears in them because our customers like to see them there. In fact, they demand hats with a foreign label, knowing that they are made in America and that they never saw England or Austria. These labels are NOT put into my hats

### A BEANERY REMINISCENCE.

Perhaps NOT, as emphatically capitalized a NOT as Mr. Kaufman deeres. Yet imagination checks a trifle at the picture of long lines of the Kaufman customers approaching his counters with the demand: "Give me and back are hurt and Borme's back m American-made hat with the Union trace mark under the band, and a abel to the effect that this was specially imported by you from Budapest, Austria, for a hat without a lie in it I can not and will not wear!" Howeer, Mr. Kaufman is entitled to his hearing.

"The comparisons drawn between me and the faker with whom Mr. Adams did business in his cub days does me a great injustice and proves the point. Mr. Adams knew he was getting a 'foreign label' and was, in a measure, party to the deception-Mr. Adams had a Dunlap label pasted in a hat so that he might not be ashamed of his 'dip' when he presented it to the 'check boy' at the 'beanery' he patronized in the 'good old days.'"

A fair hit, Mr. Kaufman. My hat-honestly labelled, this present one is off to you. It stays off while you continue:

"In the future the only way a Kaufman Hat that is not, in fact, 'imported' will carry a foreign label is for the customer to specially request a hat with an English label. I sincerely thank Mr. Adams for taking up the question. It has always been my purpose to give the men of New York an honest run for their money-I am sure that I need no 'mere scrap of paper' pasted in my hats to help sell them."

Right again, Mr. Kaufman. The experts to whom I submitted your misbranded wares state that they are good value at the price asked, and need no fake labels or other artificial aid to eke out their worth.

Unfortunately, however, a week after the receipt of your letter I saw in your Forty-second Street Store a show window full of hats still fi ing the same old "Imported" fake! And in your Twenty-third Street shop

NOTED INVENTOR

DIES AT DANCE

dropped dead at the Hotel Astor at

8:30 last night during a dance given

by the American Institute of Electrical

in the grand bailroom with Mrs. Leonard and his sister, Miss Genevieve Leonard. While the festivities were at full height, Mrs. Leonard remarked to her husband that he appeared ill.

"I have a splitting headache," he re-

Accompanied by Mrs. Leonard and

Among Mr. Leonard's most noted

among ar. believe for moving inventions were his device for moving revolving turrets on a battleship and revolving turrets and appliance for ele-

## JEALOUS, SHOOTS GIRL AND HIMSELF

Youth, in Subway Station, H. Ward Leonard Stricken Fires at Singer-She May Die.

As he stepped out of a train at the this morning, Fred Ulmer, twenty years whose inventions have figured in the eld, of 455 Fort Washington Avenue, turned, and, whipping a revolver from his pocket, fired a shot at his comhis pocket, fired a snot act by the American b

Dr. Rosenberg took the youth and the girl to the Washington Heights Hospital. The bullet had gone through the base of her skull, and she is not ex-Pected to live. The youth's condition is plied.

Melchior Ulmer, a cigar manufactur-Melchior Ulmer, a cigar manufactur-T. of 75 Warren Street father of the

With the girl at the time of the thooting was Edward W. Kenneth, of the Hotel Somerset, who is held by the police as a material witness.

Metcalf's Comet Reappears.

Cambridge, Mass., Feb. 18.—The reted in 1906 by the clergyman-astronart of that name, was announced at Harvard College Observatory toset. The comet was found by Miss
S. Leavitt on photographs made at observatory on February 9 with 16-inch Metrelf telescope.

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Answer Mother's "When Will Treatment Be Over?"

That Ails Hatters Twins were born yesterday to Mrs. Olga Ewald, a twilight sleep patient at the German Hospital, Williamsburg. The treatment was a complete success, according to the hospital doctors.

Avenue, when he learned that Mrs. Disregard of Orders Over-Ewald, whom he was attending, was interested in the twilight sleep treatment, arranged to take her to the German Hospital, with which he is

The first treatment was given Wednesday, and yesterday, when she became fully conscious, she glanced

# WITH HER CHILDREN

from Wagon-Four in Hospital.

mother, her six-year-old boy and a of the committee. baby girl in arms were injured late yesterday afternoon when a runaway wagon toppled over on them at Amsterdam Avenue and Manhattan Street. 'You can't blame this or that on me. A man who was standing near was It happened before I came on the com-

Harry Fisher and Tillie, who is five been waiting for you." months old, and Isaac Borme, of 458 West 151st Street. The Fishers live hide behind any such shelter, the Comat 436 West 126th Street, which is also missioner took up the challenge of the the address of Harry Sanblick, the investigator and had an answer for driver. He escaped injury, although thrown several feet.

twisted under her as the heavy wagon fell and she tried to protect her baby. The baby's back is injured and she has internal injuries. Harry's knee has marks from the wagon. One hand

Sanblick, who works for the Cushman Baking Company, was at Broadway and 126th Street, when two subway trains passing and a pair of automobiles honking at the same time, frightened his horse. Dragging the toped east in 126th Street, with the through anger. It was Senator Thomp wagon careening behind. The driver got hold of the reins and tugged madly, but this only irritated the horse. Sanblick shouted, and the street soon cleared of playing children and their mothers and nurses. Sanblick's helper toppled from his seat and fled, without stopping to see what happened.

At the intersection of 126th Street, Manhattan Street and Amsterdam Avedren. She had plenty of time to get out of the way, but apparently lost her head and did not move until the wagon knocked her to the sidewalk.

Temporarily halted by the collision, the horse was soon caught. Sanblick nue, Mrs. Fisher stood with her chil-

obtained help, righted the wagon and

# TRIANGLE FIRE HIS RUIN

Unable to Meet Mortgage.

H. Ward Leonard Stricken

During Ball Given by

Engineers.

Harvey Ward Leonard, of Bronxville, N. Y., an electrical engineer
whose inventions have figured in the industrial development of the world, dropped dead at the Hotel Astor at

dust before the catastrophe Asch took out two mortgages upon the Tri-angle block, the first for \$250,000 and the second for \$187,000. This second mortgage came due February 1 and could not be met; hence the suit.

# ing the gun upon himself, he fired a cocurred. Mr. Leonard was seated at a table in the grand ballroom with Mrs. Leon.

Son of Physician Fatally Wounded by Rival for Class Honors.

Welchior Ulmer, a cigar that Fred had attended Dr. Stephen S. Burt, house physician son, a senior medical student in the

London, Feb. 18 .- The White Star steamer Adriatic, which arrived at Liverpool this afternoon from New York after an uneventful trip, flew the Brit-ish flag all the way across the Atlantic. The Adriatic crossed the Irish Sea at

an electrical safety appliance for ele-vators in mines. The Ward Leonard system for moving turrets was adopted by the United States Navy after the Spanish-American War. Imported LA CAROLINA Cherutes, 10c. All the fregrance of costliest Havanas.

# TWILIGHT TWINS ARRIVE P. S. C. WINKED WHEN SUBWAY CO. DIDN'T OBEY

looked to Protect Tube Plans.

MALTBIE OPPOSED **BOARD'S ATTITUDE** 

Other Members Decided, "Unwise to Invite with One Hand and Hit with Other."

Commissioner Milo R. Maltbie, termed "The Last of the Mohicans" by William Hayward, counsel for the legwent on the stand before the investigators yesterday. Designated in this by Governor Hughes when the commission was established, in 1907, to remain on that body, he was the last of Too frightened to seek safety, a the present five to go under the probe

"Every Commissioner we have had on the stand," said Mr. Hayward at one stage of the proceedings, "has said, mission.' Now, Mr. Malthie, you go back to the antediluvian period. You The injured are Mrs. Jennie Fisher, can't fall back on that excuse. I've

Allowing that he certainly couldn't every question, although it may be said some of them did not seem entirely Mrs. Fisher has a broken leg, which satisfactory to Mr. Hayward.

## Malthie Faces Hard Test

True it was that counsel did not question the witness as savagely as was the case with some of the former commissioners, but he did not neglect to ask some broad and searching ques-

Self-possessed and bland, the commissioner leaned back in his chair or rested both arms on the table in tro and testified in a softly modulated monotone. Only once did he raise his voice and that was for emphasia and not son, the sarcastic chairman from Ning ara County, who caused this.

"Have there ever been any final orders in gas or electric cases in the last seven years?" was the question.

The inflection indicated that the Senator thought there had been none, and he said so a moment later. These cases have been the special care of Mr. Malt-

"May I hear that again?" asked the

tive answer. He then enumerated the cases. The delay in the settlement of tral Terminal yesterday. taken up, but the commissioner will parole, and was automatically turned hand over his face in an effort to the stand are in the standard are in the standard

J. J. Asch, Owner of Building, Mr. Hayward pressed the witness as [By Telegraph to The Tribune.] More vigorous action to enforce its South Norwalk, Conn.. Feb. 18.— orders, which were being violated by That the Triangle shirt shop fire in the Interborough and other companies,

IN LECTURE ROOM who were freezing because they had the officer would arrive until a newsto ride on the platforms of elevated cars?" asked counsel. "Wasn't it because, if you had made that announcement, indignation would have run high?"

"Well," said Mr. Malthie, "my idea is to take the public into your confidence. If you are wrong on your

# Sullivan, Nerve Gone, U. S. STANDS FIRM Totters from Prison ON PROTEST IN FACE



DAVID A. SULLIVAN, PAROLED BANK-WRECKER, WITH HIS SON DAVID A. SULLIVAN, JR. LEAVING SING SING AFTER TWO YEARS IMPRISONMENT (WITH THE EXCEPTION OF THE AUTOMOBILE RIDES HE TOOK AS FORMER WARDEN MCCORMICK'S CHAUFFEUR)

## Bank Wrecker, Supported by Son and a Detective, Is Brought Back to Jail in Brooklyn -Fears He Can't Stand Another Trial.

changed man of David A. Sullivan, the indictments." He added that he was trophes. Brooklyn bank wrecker. In 1913, when willing to help Dr. Rohrer or any other he was convicted, after an indictment depositors of the Union Bank to have accomplished something through but would hold Germany to strict acthat had dragged along for many straighten out the institution's acmonths, he was quite a jaunty figure. counts. He dressed well and he wore a bou- When he made this statement Sul-

paper man learned over the telephone that Detective Roddy had started for

thanked the Parole Board "for treating him as any other prisoner," and

that Detective Roddy had started for condition was the excitement of the occasion, which seemed rather to decasion, which seemed rather to decasion which

Continued on page 4, column 2

As Mr. Leonard tried to sit down he policy and the policy of the policy

tonniere. Few who knew him well then livan was dressed in a coarse prison to adjust themselves to the new condiwould have recognized the man who shirt and the rough gray prison coat tions, after which, it is expected, things Germany's reply served to increase tottered out of a train at Grand Cen- and trousers, and sat fingering his will be back to normal, except that rather than to diminish the concern

cases. The delay in the settlement of the so-called Edison rate cases was not taken up, but the commissioner will be on the stand again to-day.

Mr. Hayward pressed the witness as to why the commission had not taken more vigorous action to enforce its orders, which were being violated by the Interborough and other companies, and as to why it had failed to require the Brooklyn Rapid Transit Company to get additional elevated equipment.

Tal Terminal yesterday:

Sull van had just been released on band over his face in an effort to compose himself. He appeared to be compose himself. He appeared to be deeply depressed and to have little in this eyes were dull and his hands but his eyes were dull and his hands but his eyes were dull and his hands but his eyes were dull and his hands were quite thin and white, and tremustous thin eyes were dull and his hands was remanded to the Raymond Street was the said he had no counsel, he but as he said he had no counsel, he stand as to why it had failed to require the Brooklyn Rapid Transit Company to get additional elevated equipment.

Tal Terminal yesterday:

Sull van had just been released on hand over his face in an effort to compose himself. He appeared to be deeply depressed and to have little in this creation in the titive. His cheeks were fairly ruddy, the list least. His cheeks were fairly ruddy, the list least was the said but his eyes were dull and his hands but his eyes were dull and his hands was remaided to the Raymond Street was an displayed a set of false teeth.

If lost most of my own since I've been here," he said. "You know I've got diabetes, and it's the sugar in my blood."

Tommissioner Williams had testified that it was the consensus of opinion taken up, but the commissioner will be remains. They are apprehensive and over his face in an effort to compose himself. He appeared to be deeply depressed and to have little in this creation to have it was the said was regarded not only as a least though there is no absolute confirmation for this.

To be never to a the so-called Edison rate cases was not Sullivan had just been released on and every now and then he wiped his

A. Sullivan, jr., a young, pink-cheeked man with a small mustache. The former banker walked very slowly. Added to his evident poor physical condition was the excitement of the

# OF GERMANY'S REPLY

PRICE ONE CENT In City of New York, Newark, Jersey City and Hob

Will Still Hold Kaiser to Strict Accountability for Harm to American Ships-War Rates Jump in London.

## WASHINGTON'S CONCERN INCREASES

London Interprets Germany's Answer as Insult to Our Intelligence and as Containing Threats-War Rates Jump.

There will be no change in the position taken by the United States in its original protest to Germany against the implied menace to American ships in the decree proclaiming the war zone around Great Britain. This was the decision reached by the State Department yesterday, after reading Germany's reply to the protest. If an answer is made to the note it will reiterate that Germany will be held to strict accountability for any harm to American ships and will decline to accept the suggestion of war-

ship convoys for American merchantmen. So far as is known, no incidents have yet marked the opening of Germany's submarine blockade of the British Isles, although it has been in force for nearly twenty-four hours. Nor has the British government thus far announced its promised retaliatory measures.

Regular steamer services across the English Channel were interrupted, however.

Insurance rates showed no increase, but policies covering a declaretion of war between the United States and Germany within six months took a big jump in London. Premiums of 20 per cent were paid.

London. Feb. 19 .- A lifeboat was picked up early this morning on the Goodwin Sands, off the Kentish coast. It belonged to the Spanish steamer Horacio, which left Bilbao a week ago for Hartlepool. The Horacio is overdue, and it is feared that she is the victim of a German mine or torpedo. (From The Tribune Bureau.)
Washington, Feb. 18.—There will be

tions of submarines within the pre-

the British isles, it was said at the

State Department to-day. It became

evident in Washington immediately

the first complete transcript of Ger

many's answer to the American note

States was not prepared to initiate

action looking to the protection of

her ships and cargoes in the war zone,

complications. They are apprehensive

ment, the feeling of grave concern was

merchant vessels is to protect them from attack by an enemy. It is in no sense, it is held, the office of the war-ships of a neutral nation to protect its commerce against the activities of

### "THE DAY" PASSES no receding from or modification of the position enunciated by the United **OUIETLY IN LONDON** States in the note to Germany protesting against the suggested menace to American commerce in the opera-

German Threats Result in scribed war zone areas surrounding Stoppage of Cross-Channel Service.

(By Cable to The Tribune.)
don, Feb. 19.—"The day" has come and gone and nothing, so far as was made public, that there was nothis publicly known, at least, has hap- ing in it to call for more than a politic pened in the area which Germany has reiteration from the United States that proclaimed a war zone. Perhaps it is the protection of neutral commerce in too soon, perhaps the stoppage of the the war zone was a subject for the Channel services, for which German consideration and attention of Gersubmarines would be likely to lie in many herself, and that the United Two years in prison has made a "affording him a chance to fight the wait, may have prevented any catas-

> For the moment Germany's threats regular services. It is probable that it ing resultant from the activity of her will take two or three days for matters war engines in the air, on the seas, or skippers will train themselves in the of Washington officials over possi

that it was the consensus of opinion that the Brooklyn company should not be required to get new cars, because it would soon have to get a larger type for the dual system. However, if the hearings on the proposition were continued.

People Duped, Says Hayward.

"Wouldn't it have been fairer to have announced your decision and not kept stringing the people along who were freezing because they had to ride on the consensus of opinion get bail. I haven't even been able to pay my attorney, Mr. Manton, any thing."

Sullivan Back in Brooklyn.

Sullivan to appear and for the papers to be made out, and then started for the Ossining station to catch the 2:29 train.

Ossining station to catch the 2:29 train.

Sullivan's progress was so slow, how-Sullivan's progress was so slow, how-S

the White House or the State Department, the feeling of grave concern was manifest.

The suggestion made in the reply for co-operation and further negotiation with the United States looking to provisions for the safety of American merchant craft, targoes and passengers will be met with a polite but firm rejoinder that the responsibility is Germany's and not to be shared by the United States, for the reason that the intention to hold Germany responsible for losses of life or property of Americans is fixed in the policy of the United States.

The proposals, indicating that the convoying of merchant ships by American cruisers or destroyers would be rentertained as a possible solution of the problem, will be held by the United States to be untenable for similar reasons, with the further suggestion that the function of a warship in convoying merchant vessels is to protect them It is not considered that Germany's response is a satisfactory answer to American demands for assurances regarding the safety of American ships and lives. The suggestion of a convoy is ridiculed, for the reason that neither Germany nor convoying warships can obtain safety from floating mines for American merchant steamers. In fact, the convoys themselves would be imperilled, for under no circumstances could Germans furnish guides through mined areas.

the angry mob.

Mr. Mitchel was aroused by the Semlin, across the River Save, which y the Semlin, across the River Save, which minto marks the frontier. Many buildings not marks the frontier. Many buildings not were destroyed and a number of people plete and final answer to the Ameri-

crowd. Failing here, the people secured stones and proceeded to break the windows in the front of the hall. A boy, William K. Smith, seventeen years old, was arrested on a charge of malicious mischief. Four officers escorted him to headquarters, followed by a crowd of a thousand, which was dispersed by additional officers.

All during the meeting stones were thrown on the roof of the building and windows broken occasionally. King made his exit from the hall to a waiting automobile, escorted by six policemen, and was then taken to Hawthorne, where he is staying. The meeting tonight was conducted for men only, and King spoke on "secret confessions."

Police were called to the home of Colonel Robert Mitchel, proprietor of the Auditorium, which was stoned by the angry mob.

Mr. Mitchel was aroused by the Semlin, across the River Save, which Mr. Mitchel was aroused by the serviced to the home of Mr. Mitchel was aroused by the serviced to the home of the Auditorium, which was stoned by the angry mob.

Mr. Mitchel was aroused by the serviced to the home of the Auditorium, which was aroused by the serviced to the home of the Auditorium, which was aroused by the serviced to the home of the Auditorium, which was aroused by the serviced to the home of the Auditorium, which was aroused by the serviced to the home of the Auditorium, which was aroused by the serviced to the home of the Auditorium, which was aroused by the serviced to the home of the Auditorium, which was aroused by the serviced to the home of the Auditorium, which was aroused by the serviced to the home of the Auditorium, which was aroused by the serviced to the home of the Auditorium, which was aroused by the serviced to the home of the Auditorium to the original from the circumstances and proceded form and proceded in the original war zone proclamation to protect its commence against the activities of belligerent warships.

SHELLS FALL NEAR

LIPTON IN BELGRADE

Sir Thomas's Host Killed

Austrian Guns in Semlin

Silenced.

Belgrade to the home of the Audito in disobeying it, and that the question was freely discussed. This was at variance with the testimony of other commissioners, who said they had never heard of these violations until alast November or December, after which counsel was instructed to bring a mandamus proceeding against the company.

"The reply of some of the commissioners," said the witness, describing how he had argued with them for a strict enforcement of the order, "was that as we were trying to persuade the company to enter into arrangements for an enlarged system, it would be unvise to invite them on with one hand and hit them over the head with the other for their poor service. They took the stand that, while the negations were going on we should get the best service we could."

The Commissioner explained that he was aroused by the angry mob.

Mr. Mitchel was aroused by the angroused by the marks the frontier. Many buildings or crowd, who tried to intimidate him into forwd, who tried to intimidate him into forwer kelled and wounded. Sir Thomas's Servian hosts was attented. Sir Thomas's Servian hosts was adviving through the streets were kelled and wounded.

Wr. T. U. in Pinchot's Home Thomas's Servian hosts was a tried and here, had a narrow each while the mean are processed by the forwing to a hotel for intered and wounded. Sir Thomas's Servian hosts was attented and wounde